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U. S. Department of Agriculture

HOLDRIDGE'S CATALOGUE 1944

A GUIDE TO
BETTER BERRIES

S. E. HOLDRIDGE & SONS

Ledyard, Connecticut

Members: New London County Farm Bureau,
Connecticut State Grange

Post Office Address
R. F. D. No. 6
Norwich, Connecticut

Telephones
Norwich Division
3655-13 and 3655-4

BUY WAR BONDS AND STAMPS

LOCATION

Visitors are always welcome at our farm. Many of our customers call each year at our farm for their plants and trees.

We are located on the Colonel Ledyard Highway in the town of Ledyard, about 5 miles from the city of Norwich. To arrive at our farm from Norwich, take Route 2 out of Norwich, which is the road to Westerly. About 3 miles out of Norwich, turn on the first road to the right. After passing through the village of Hallville, you continue to a little white church on the left. Turn sharp left and drive about 1½ miles on the Colonel Ledyard Highway. Look for the Holdridge Farm sign.

FREE OF RED STELE

We are happy to report to you that there is absolutely no Red Stele disease on the strawberry plants on our farm.

We have had our beds carefully examined this last summer by a number of strawberry specialists who did not find any traces of this new and serious strawberry disease.

Red Stele has been brought into Connecticut in serious proportion during the last three years from plant farms in Delaware and Maryland. Once introduced it spreads rapidly and many patches have been completely destroyed. Once introduced, it stays in the soil for 2 to 3 years.

We understand that we are one of a very few plant farms who can claim to be totally free from Red Stele. Why take chances on other plants when you can be sure of these?

C. O. D. SHIPMENTS

We are glad to ship your order C. O. D. However, on these shipments the C. O. D. charge will be added to the price of the plants.

SHIPPING

We have made an effort in the past few years not to ship any plants so that they will have to be held over the week-end in some Post Office. You can help us by asking that your plants be shipped "the week of....." Then we will start digging Monday and ship each day's plants the next day. We will try not to ship any plants after Friday. May we have your cooperation to help us deliver plants to you just as freshly dug as possible?

TERMS

Orders may be booked at any time. If you are not ready to send full remittance now, send part payment and the balance before shipping. Remit in any way most convenient to you.

Under no circumstances will we ship plants until they have been paid for.



THE LATE S. E. HOLDRIDGE
Founder



PAUL HOLDRIDGE
Manager

1944 GREETING

To Our Friends and Customers:

May we present to you our catalogue to help you make your plans for your farms and gardens in 1944? With less help available than ever before, we know you are trying to plan to produce your share of the tremendous needs of our country this year.

One of the major crops on the Holdridge Farm for more than 25 years has been strawberries and strawberry plants. We know from our long experience that we can raise and sell you plants that will produce tremendous crops of strawberries here in New England. With labor as scarce as it is, Northern grown, disease-free plants are a necessity for the efficient gardener this year.

Last year we had by far the biggest business in our history. We know that a few orders were a little late in getting to our customers but all of us here at the Holdridge Farm were doing our best and the great majority of orders went out exactly on schedule.

We have not available quite as many strawberry plants this year as last. We hope that if you want plants, you will order early. Let us substitute if necessary and order your plants for early delivery.

We are going to do our very best to see that you get plants of the same high grade as always and to get them when you want them.

Sincerely,
PAUL HOLDRIDGE,
For S. E. Holdridge & Sons.

The strawberry plants came safely in fine shape. Am much pleased with them. Many thanks.

JOSIAH PORTER,
Columbia, Conn.

GRADING AND PACKING

We do not carry plants in stock. Our plants are freshly dug each day. Dug with a fork, carried to the packing shed—trimmed under cover with no exposure from sun or wind, tied into bunches of 25 with good count. Counters are advised to throw out small and inferior plants. They are then packed in live moss which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug.

VARIETIES

We grow only a few varieties of strawberries but these are the varieties which we have found will do the best under average conditions here in Connecticut. These varieties will give better yields, better berries and better satisfaction to you when the fruiting season arrives than other varieties which may be better suited to warmer climates.

We were interested to find that in a report of the Strawberry Trials at Mount Carmel Experiment Station, they find only nine varieties which they feel they can recommend for Connecticut. Of these nine varieties, we have eight for sale now; and one Chesapeake, we have tried but discarded in favor of the Hebron.

The varieties of raspberry plants, grapevines and fruit trees are also approved varieties.

PRICES

Our prices are as low as it is possible for us to quote for good plants, vines and trees. You will note that our prices are quoted delivered to your post office or express office (except as noted) anywhere in New England.

SHIPPING SEASON

We start to ship plants just as early as the frost is out of the ground, or from the 1st to the 10th of April. We ship plants continuously until June 1. We recommend setting plants in April if possible.

Absolutely no plants shipped after June 1. We do not ship at any time in the fall.

FREE DELIVERY

This means a good deal to the purchaser. The prices in this catalogue, include free delivery to your door or express office anywhere, unless otherwise noted. The option will be ours how we shall ship.

When comparing our prices with those of other concerns, please consider that our plants are quoted postpaid, while most concerns quote prices F. O. B.

OUR GUARANTEE

Plants sent out from this farm will be true-to-name, free from any disease, properly trimmed, bunched, packed and labeled, and will reach their destination nearly as fresh as when dug.

Any plants which arrive in poor condition will be replaced if we are notified within 5 days. What honest grower could do more?

EARLY VARIETIES

HOWARD NO. 17 (Special Strain) (Perfect)—This is our leading variety of strawberries. There are more Howard 17 raised in New England than all other varieties put together. The Howard 17 is the standard by which all other strawberry varieties are judged. We consider it to be the best all-purpose berry for the main crop. Under almost any condition it will produce a very large crop of berries. Yields may vary slightly with wet or dry season but it will produce plenty of berries.

Our strain of Howard is practically frost-proof and therefore it ripens the earliest of all. We have often been the first grower to carry berries into the local market. At the start, the Howard produces large, luscious berries, many of which are double. The Howard will usually produce berries for about 4 weeks, the berries growing slightly smaller toward the end of the season. The late berries still maintain their bright color and sweet flavor.

For a number of years we have taken our plants for re-setting from the best sections of our beds. Now we have a strain of plants which have proven to us that they will produce a tremendous crop of berries.

If you have never grown strawberries before, we recommend Howard No. 17 to you. For commercial growers, we recommend that the largest portion of your plants be of this variety.

Prices: 25 for 75c; 50 for \$1.25; 100 for \$2.00; 500 for \$9.00; 1,000 for \$15.00.

PATHFINDER (Perfect)—This is a newer variety of strawberry which has outyielded the Howard 17 on some occasions. It is very early, about the same season as Howard. It is a somewhat rounder berry inclined to have whitish center. Try some of these on your own land. It surely looks like a fine berry for commercial growers.

Prices: Same as Howard No. 17.

DRESDEN (Perfect)—This is a newer variety of quite some promise. This variety has the ability to produce a tremendous crop of berries but requires a very rich soil to do it. We do not recommend planting too many of these until you have tried it and know what it will do for you under your own conditions.

Prices: Same as Howard No. 17.

BRISTOL (Perfect)—We have a small number of this new variety for sale this year. It is a creation of the Connecticut Experiment Station at Mount Carmel. We cannot tell you very much about this berry but all the new varieties released from the Experiment Station have been worthy of a trial on your farm. Only a few available this year.

Prices: 25 for 75c; 50 for \$1.25; 100 for \$2.00.

The strawberry plants you sent last spring had very nice roots and I wish to order some raspberry plants.

RAYMOND ABBE,

Hazardville, Conn.

EARLY VARIETIES

DORSETT (Perfect)—The Dorsett strawberry is one of the finest quality berries that we have ever raised. It starts bearing just a few days later than Howard 17 but usually bears over a shorter period than Howard. It makes, year after year, a wider row of plants than any other variety which we have ever raised. The plants are large and stand well up off the ground.

We recommend this berry especially for home gardens and for commercial growers who are after a quality berry.

For this year we have a fairly large number of fine looking plants. You will make no mistake to order some of this variety.

Prices: Same as Howard No. 17.

SHELTON (Perfect)—This is one of the new and outstanding berries. It is a product of our Connecticut Experiment Station.

It is a very good producer. We received a yield last year which compared well with the Howard 17. It is a bright red, long, pointed berry. It will hold its bright color and attractiveness longer than most other berries.

The season is approximately the same as Howard 17, starting to produce very early and producing throughout most of the berry season.

It is a very nice plantmaker. We have a nice supply of Shelton plants this year. We advise everyone to try this new and outstanding Connecticut product.

Prices: Same as Howard No. 17.

BRANFORD (Perfect)—This is another of the new varieties originated at the Experiment Station at Mount Carmel. It has produced some tremendous yields for some growers in the Branford section of the State. It is unusually light in color, fine for jams and preserves.

Prices: 25 for 75c; 50 for \$1.25; 100 for \$2.00.

MID-SEASON VARIETIES

CATSKILL (Perfect)—This is the outstanding mid-season strawberry at the present time. It produces a very large berry. The berry is very attractive and will usually bring sales at top prices. With us it does not produce as many plants as most of our other varieties but the plants are large and very vigorous.

We have a large supply of this variety for sale this year. They were raised on rich land and are ready to produce heavily for you. We recommend this especially for commercial growers.

Prices: Same as Howard No. 17.

The strawberry plants are perfect. Every one is coming along. Will you send an order later for next spring?

MRS. PETER ASHAK,
Thomaston, Conn.

MID-SEASON VARIETIES

FAIRFAX (Perfect)—The Fairfax variety is very large and dark red in color and has a very delicious flavor.

With us it does not make as good a row of plants as our other varieties nor does it yield the quantity of berries that the Howard does. However, with plenty of water or on fairly damp soils, it will produce more plants.

The fruiting season begins about a week after Howard.

Prices: Same as Howard No. 17.

ABERDEEN (Perfect)—This variety seems to be a fine running mate for Howard No. 17. It is somewhat later than the early berries and produces a large very bright berry until late in the season. It is a prolific plant-maker with clean healthy foliage standing well off the ground. We have tried it on different soils and wherever planted seems to be at home.

I have seen this variety planted on fairly heavy soil. It was bearing very large, bright berries well after most berries were gone. It seems to give quality berries after Howard No. 17 and Dorsett have gone by.

Prices: Same as Howard No. 17.

LATE VARIETIES

HEBRON (Perfect)—This is another of the new varieties originated by Dr. Jones at the New Haven Experiment Station.

It produces a long, pointed berry with a very green husk. It commences to yield fairly late in the season and produces a very fine crop. It has been the first late berry which has satisfied us for yields. Although this variety is not as late as the Pearl variety which we have sold for years as our standard late berry, it produces a better quality berry and a much greater yield. Therefore, we are recommending this year that you plant Hebron for late berries.

This variety has produced fine wide rows for us. We have for this spring's sales a fine lot of nice plants. We think you will be pleased with them.

Prices: Same as Howard No. 17.

STRAWBERRY BOXES

We will have on hand during the shipping season some 1-quart strawberry boxes. These are best quality boxes, the same as we use ourselves. Plan to buy your berry boxes here when you get your plants.

Prices: 100 for \$1.00; 500 for \$4.75; 1,000 for \$9.00.

These will be shipped only in cartons of 500 by express, not prepaid.

RASPBERRY BOXES

We have a few square pint raspberry boxes at the same price as the quarts. We do not have enough to take orders for shipping.

EVERBEARING STRAWBERRIES

GEM (Perfect)—We are selling Gem everbearers this year because we find that they will produce more plants and berries here in Connecticut. If you want berries in September and October, plant a few everbearers. We do not recommend them for commercial growers.

Every strawberry garden should contain a few Everbearers. You can set plants in April and enjoy strawberries fresh from the vines all summer and the fall. A good plan is to keep blossoms picked off to July 1st or 15th. You will then have berries until snow flies. We have only a limited supply of this variety for sale. First come, first served.

Prices: 25 for 75c; 50 for \$1.50; 100 for \$2.75.

ASPARAGUS PLANTS

MARY WASHINGTON VARIETY—We have some very fine asparagus plants for sale this year. We bought the very best seed available to start with. They were grown on well fertilized land. These plants are as good as any we have ever had for sale.

Home grown asparagus is one of the real treats available to the gardener. Cut fresh in your garden, it is very sweet and tender. Start now to have your own bed from which to cut.

The Washington variety of asparagus is recognized as the outstanding yielder of all varieties of asparagus and more resistant to rust than any other variety.

Prices: 1-year plants, 25 plants for 75c; 50 plants for \$1.00; 100 for \$1.50; 500 for \$6.00; 1,000 for \$10.00.

CULTURE

The roots should be planted in early spring, just as early as you can work the land. They should be set in furrows 5 to 7 inches deep with the roots spread out somewhat in the furrow. A good practice is to open the furrow 8 to 12 inches, apply a liberal amount of well-rotted stable manure, well mixed with the soil filling the furrow to 5 to 7 inches deep before the roots are set. They should be covered with about 3 inches of soil until the young shoots start to come through. Then the furrows should be gradually filled in as the young plants grow, until the ground is level. In the garden, set in rows 3½ feet apart, with roots 12 to 15 inches apart in the row; in large commercial plantings rows 4 to 5 feet apart are generally used. Asparagus needs good cultivation, with plenty of manure and fertilizer.

Asparagus plants look very nice. We look forward to some nice asparagus.

Thank you.

HAROLD JOHNSON,
Norwich, Conn.

I enclose check for 200 strawberry plants which was received O. K. Thanking you for prompt delivery, I remain,

Very truly yours,

L. M. PHILLIPS,

South Coventry, Conn.

RED RASPBERRIES

↓ **MARCY (Red)**—This is a new variety and is an early to midseason berry. It is of good quality, very vigorous and productive. These plants are from a bed certified disease-free by the Connecticut Experiment Station.

↓ **NEWBURG (Red)**—This is a very fine midseason berry. The berry is large, firm and a fine keeper and shipper. It produces a good crop of berries starting a few days after Marcy.

↓ **Taylor (Red)**—This is a midseason to late raspberry. The berries are extra large and will stand up after picking as well as any red raspberry.

Prices on all Red Raspberries: 12 for \$1.00; 25 for \$2.25; 50 for \$4.25; 100 for \$8.00.

BLACK RASPBERRIES

↓ **CUMBERLAND**—This is a very productive variety. It is a large berry glossy black of excellent quality. It is early to mid-season variety. Every garden should contain a few Black Raspberries.

Prices: Same as Red Raspberries.

RASPBERRY CULTURE

Plant 2 or 3 feet apart with rows 4 to 6 feet apart. Prune slightly before planting. Most of our plants can be planted without additional pruning. Each year, shortly after fruit is picked, cut out all old growth at the ground and later cut off new growth at about 3 feet high. Four to six strong canes or branches make the best plant.

BLACKBERRIES

Blackberries grow best on fertile loam. The rows should be six feet apart with each plant approximately two feet apart in the row.

↓ **ELDORADO**—This is the sweetest of all blackberries. The berries are very large and bear in large clusters. The plants are very hardy.

Prices: Same as Raspberries.

Dear Sirs:

I was just speaking with a neighbor of mine who has just received a shipment of your berries. He was very much pleased and recommended you very highly.

GEORGE GUHALMETTI,
Durham, Conn.

The strawberry plants arrived yesterday and look very nice. Thanks for sending them so quickly.

MRS. LUCY G. GALLUP,
North Stonington, Conn.

FRUIT TREES

Fruit trees are quite scarce this year and we feel fortunate in being able to offer as large a variety as we have.

These trees are not propagated on our farm. We purchase these from a very reliable grower and they are surely fine looking trees. We guarantee these the same as our own plants.

We feel that when you compare these prices with those offered by various salesmen, you will find you can save quite a bit by ordering from us. We hope that if you want some trees, you will come to our farm any time after April 1 and pick out your trees and take them right along with you. When we are sold out, there will be no more available this year.

These trees are too large to be shipped by Parcel Post. These prices are for trees at our farm or shipped by express, not prepaid. All orders to be shipped must total at least \$2.00.

As trees are dormant, they will be shipped about April 1st or as soon after order is received as possible. If you are not ready to set out, place roots in water.

GRAPE VINES

2 YEAR No. 1

Every farm and garden should include a few grape vines. They take up very little room, as they can be trained to go anywhere.

CONCORD (Black)—This is the old standard blue-black grape. It is very hardy and very productive.

Prices: 25c each; 5 for \$1.00.

BLUEBERRIES

Cultivated Blueberries grow in large clusters, plump, tender and practically seedless. They will grow anywhere that strawberries will, doing their best on a moist acid soil fairly free from rocks. For pollination plant at least two varieties.

RUBEL (Early)—3-year transplants, 10-12 inches.

RANCOCAS (Mid-season)—10-12 in.

JERSEY (Late)—10-12 in.

Price: \$1.25 each.

RHUBARB

MYATTS LINNEAS—This is one of the easiest fruits to grow. Once planted, it will last for many years. Plant in hills about 3 feet apart. This variety is large tender, and yields abundantly.

Prices: 3 for 25c; 6 for 50c; 15 for \$1.00; 100 for \$6.00. Postpaid.

Thank you very much for sending the strawberry plants so promptly. They arrived this morning in good condition.

Sincerely yours,

PAUL R. CHESEBRO,

Mystic, Conn.

FRUIT TREES

PEACH TREES—1-Year

5/16-Inch Caliper—3 Feet High and Up

✓ Greensboro—Extra Early White Freestone	} .50 cents Each
✓ Golden Jubilee—Very Early Yellow Freestone ...	
✓ Hale Haven—Early Yellow Freestone	
✓ Champion—Mid-season, Large White Freestone..	
✓ Elberta—Standard Canning Peach, Yellow Free- stone	
✓ Belle of Georgia—White Mid-season Freestone ..	

APPLE TREES—2-Year

9/16-Inch Caliper—4-5 Feet High

For best results plant other varieties with
MacIntosh and R. I. Greenings

✓ Red Delicious	} .90 cents Each
✓ Red Astrachan	
✓ Fall Pippin	
✓ Baldwin	
✓ Russet	
✓ MacIntosh	
✓ R. I. Greening	
✓ Dolgo Crab	

PEAR TREES—2-Year

✓ Clapp's Favorite—5-7 feet, Large Yellow, August..	\$1.25 each
✓ Buerre Bosc—5-7 feet, Brownish Yellow, October...	1.25 each
✓ Bartlett—5-7 feet, Best Canning Pear, September...	1.25 each

PLUM TREES—2-Year

✓ Burbank—Large, reddish purple. Late August	\$1.25 each
✓ Bradshaw—Early, Violet Red	1.00 each
✓ Formosa—Midseason, Reddish Yellow	1.00 each
✓ Red June—Red, Yellow, Flesh	1.00 each
✓ Yellow Egg—Yellow, Very Late	1.00 each

SOUR CHERRY—2-Year

✓ Early Richmond—5-7 feet, Early Red, June	\$1.25 each
✓ Large Montmorency—5-7 feet, Best Pie, July	1.25 each

Salisbury, Conn.

Dear Sir:

I would like to order 125 Dresden strawberry plants to be sent to my address as soon as you can.

The Dresden plants purchased from you last spring are doing well.

Yours truly,
ROBERT E. PENDLETON.

Shelton, Conn.

I received the 150 Howard strawberry plants and they are doing nicely.

HENRY S. WELLS, Prop.,
Wells Hollow Poultry Farm.

ORNAMENTAL EVERGREENS

CASH AND CARRY

As we cannot mail or ship these trees, we can sell only to those who call at our place. Please do not order these trees to be shipped.

Make your plans to inspect some of these trees and take a few along to beautify your home.

We have the following shrubs for sale at the special price of \$1.25 each:

	Height
Golden Plumosa	15 inches
Pyramidal Arbor Vitae	2½ feet
Hovey Globe	12-15 inches
Pusifera	15-18 inches
Plumosa Aura	18-24 inches
Compactus Globe	12 inches
Woodwardi Globe	12 inches
Golden Arbor Vitae (George Peabody) ...	18 inches
Norway Spruce	15-18 inches

VEGETABLE PLANTS

We will have for sale this year at our farm, most varieties of vegetable plants. We will have on hand during their season lettuce, cabbage, broccoli, cauliflower and tomato plants.

These plants cannot be shipped and are for sale only to those who can come and get them at our farm. We will try to keep a variety of plants on hand at all times, but will not accept any advance orders.

We do not sell plants of any kind after June 1.

S. E. HOLDRIDGE & SONS

Norwich, Conn.

Name

Post Office..... R. D. No.

Express Office..... P. O. Box.....

State..... Street.....

County..... Ship by.....

(Mail or Express)

Ship plants

week of

Shall we substitute

if necessary?

If you do not answer we shall substitute if necessary.

DO NOT WRITE

Order No.

Shipped

By

Inspection

[illegible]

CUT HERE

REMARKS

Please write below the names and addresses of anyone you know who might be interested in, or buyers of, strawberry plants. We will mail them a copy of this catalogue.

FROM.....

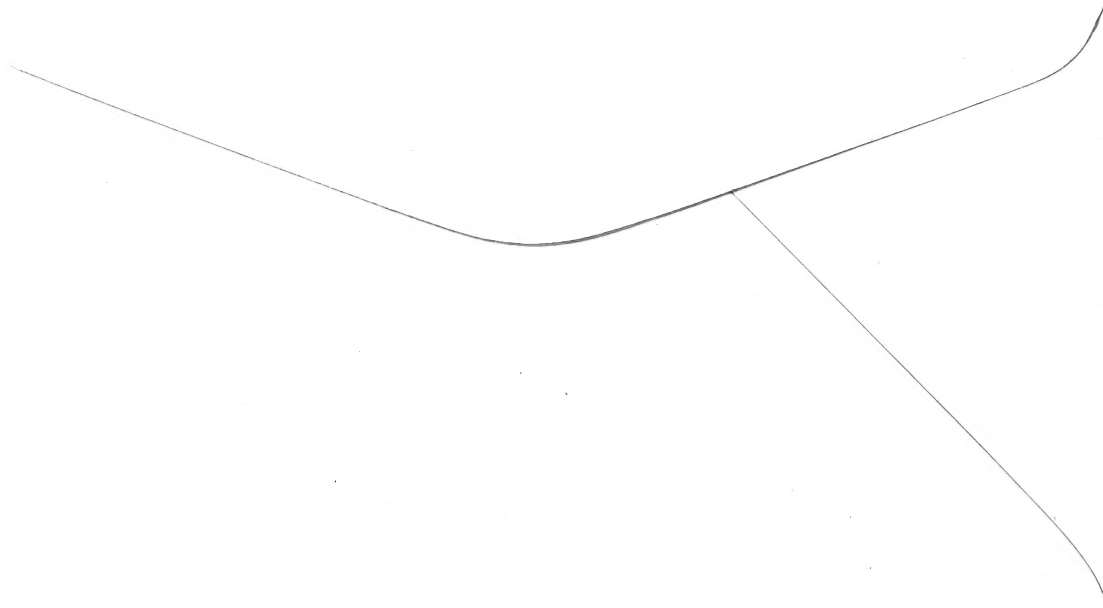
.....

S. E. HOLDRIDGE & SONS,

NORWICH,

CONNECTICUT

BERRY PLANTS



STRAWBERRY CULTURE

Choosing the Land

Almost any fertile land which is well drained will raise good strawberries. We advise against setting on greensward because of the presence of white grubs who relish the tender roots of strawberries. If possible, plant on land on which no lime has been spread for at least one year.

Fertilizing

We recommend spreading your fertilizer broadcast on the ground after the land has been plowed and harrowed. Then harrow the fertilizer in. This places your fertilizer where it will be available to the new plants as they commence to run. Additional fertilizer may be added any time during the first year if needed. Do not fertilize your bed the spring that it is going to bear for the extra fertilizer will go into the leaves. Do not put lime on your strawberry bed at any time.

When To Plant

Order your plants early and set them out early. If you order your plants early you will be sure of getting the varieties you want and you will get the plants when you want them. When your plants arrive, if you are not ready for setting out, take from box or package and put in cellar in a cool, dark place. If left in package they might heat. Wet roots before setting.

Setting Out Plants

Strawberries may be spaced 15-18 inches apart in the rows, and rows 3 to 4 feet apart. Later in the season the plants should be set closer. In setting the plants, dig a hole large enough to enable you to spread the roots well. The plants should be set deep enough so that the roots are well covered, yet care should be taken that the tender heart is uncovered. Press the plant firmly into the ground.

Care of Bed

The blossoms should be picked off the first year so that all the strength of the plant will go into the new runners. Of course, the strawberry bed must be hoed often enough during the summer to keep it free from weeds.

Mulching

The bed should be covered during the early winter with a thin covering of straw, hay or meadow grass. Use whichever of these that is easier or cheaper for you to obtain. In the spring, the hay may be raked between the rows, making a cushion for the pickers during the season. This also prevents dirty berries.

SPECIALS

Here are some collections which are fine for home gardens. You can do no better than to order one of these. We reserve the right to substitute if we are sold out of certain varieties.

STRAWBERRY COLLECTION

No. 1

50 Howard or Shelton	}	All for \$3.00
50 Dorsett		
50 Aberdeen		

STRAWBERRY COLLECTION

No. 2

100 Howard or Shelton	}	All for \$5.00
100 Dorsett		
100 Aberdeen		

BUY WAR BONDS

(Copy)

STATE OF CONNECTICUT
(Seal of Conn.)

No. 223

August 1, 1943

Office of State Entomologist

CONNECTICUT AGRICULTURAL EXPERIMENT STATION
New Haven, Conn.

Nursery Inspection and Registration Certificate

This is to Certify that S. E. Holdridge & Sons, of Norwich, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925 (Sections 2135-2140, General Statutes, revision of 1930), and that it is apparently free from dangerously injurious insects and plant diseases. This certificate expires August 1, 1944.

R. B. FRIEND, State Entomologist.

M. P. ZAPPE, Deputy State Entomologist.